

## CLAIMS

1. Apparatus for implementing at least one operational setting of an interactive electronic device, said apparatus comprising:

5       reading means for reading information from a physical data carrier;  
processing means for receiving the information read from the carrier by  
the reading means and interpreting said read information; and  
control means responsive to said processing means for implementing  
the at least one operational setting.

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2. The apparatus of claim 1 wherein said information includes data specifying the at least one required device setting.

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3. The apparatus of claim 1 wherein said information includes data carrier identity information.

4. The apparatus of claim 3 and further comprising association means for associating said data carrier identity information with an at least one of the required device settings, wherein receipt of said carrier identity information by  
20       the processing means initiates implementation of the said at least one of the device settings.

25       5. The apparatus of claim 4 wherein said association means includes storage means for holding data linking each data carrier identity with at least one corresponding device setting.

6. The apparatus of claim 5 wherein said storage means is provided in the interactive electronic device.

30       7. The apparatus of claim 1 wherein said physical data carrier is a radio frequency identification (RFID) tag and said reading means is configured for interrogating such tags.

8. The apparatus of claim 1 wherein said physical data carrier bears a graphical pattern carrying information and said reading means is configured for reading the patterns.

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9. The apparatus of claim 1 wherein said physical data carrier is provided in the form of a contact tag and said reading means is configured for reading information from such tags.

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10. The apparatus of claim 1 wherein said physical data carrier is incorporated in an accessory usable with the interactive electronic device.

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11. The apparatus of claim 1 wherein said physical data carrier is incorporated in a cover or a pouch suitable for accommodating the interactive electronic device, in a device power supply, in a device battery charging apparatus, in a device accessibility option arrangement such as a hands-free telephone kit or car telephone conversion kit, or carried by the users clothing.

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12. The apparatus of claim 1 wherein the apparatus is configured to select settings of the device which include incoming telephone call user alert settings, graphical user interface (GUI) settings, voice dial options, message reproduction settings, telephone usage access permissions and telephone user directory settings and entries.

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13. The apparatus of claim 1 wherein the apparatus is configured to select settings of the device which include setting of filter options for incoming information made available in a push-type data distribution service.

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14. The apparatus of claim 1 and further comprising writing means for writing information to a physical data carrier, said information serving to associate said physical data carrier with at least one operational setting of the interactive electronic device.

PROVISIONAL PATENT APPLICATION

15. The apparatus of claim 1 wherein said interactive electronic device is a telecommunications device, personal digital assistant (PDA), Global Positioning System (GPS) data receiver or computer.

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16. A physical data carrier suitable for use with the apparatus of claim 1 and carrying information responsive to which said at least one operational setting of the apparatus is implemented.

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17. An interactive electronic device accessory incorporating a physical data carrier suitable for use with the apparatus of claim 1, said data carrier carrying information responsive to which said at least one operational setting of the apparatus is implemented.

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18. A system incorporating the apparatus of claim 1 and the physical data carrier of claim 16.

19. An interactive electronic device having at least one operational setting implemented by apparatus, said apparatus comprising:

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reading means for reading information from a physical data carrier;  
processing means for receiving the information read from the carrier by the reading means and interpreting said read information; and  
control means responsive to said processing means for implementing the at least one operational setting.

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20. An interactive electronic device in accordance with claim 19, wherein at least part of said apparatus is integral with said electronic device.

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21. A method of implementing at least one operational setting of an interactive electronic device, said method comprising the steps of:  
reading information from a physical data carrier;

processing the information read from the physical data carrier to interpret said read information; and

implementing the at least one operational setting of the interactive electronic device in response to the interpreted information.

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22. The method of claim 21 and further including the step of writing information to a physical data carrier, said information serving to associate said physical data carrier with at least one operational setting of the interactive electronic device.

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